



HEALTHY AIR LIVING

A Valley-wide initiative to
accelerate the path to
cleaner air.

www.healthyairliving.com



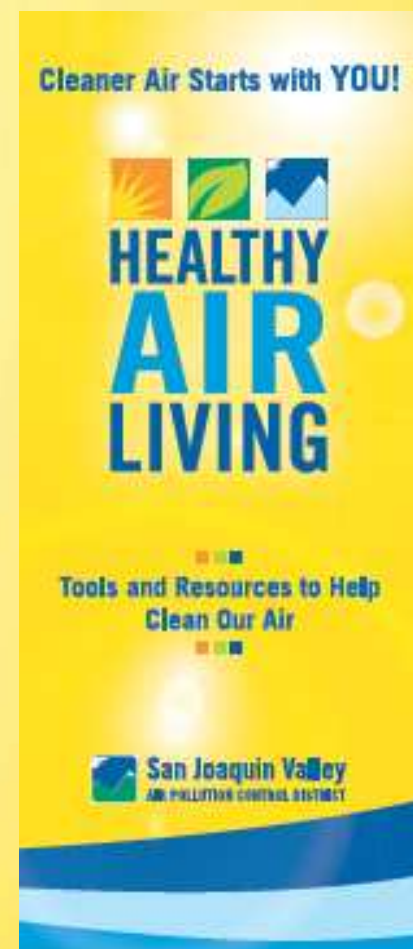
Goals

- Make air quality a priority in all business and individual decisions
- Reduce Vehicle Miles Traveled (VMT) by public
- Reduce emissions from high emitting equipment and processes
- Shift emissions from peak smog episodes
- Reduce emissions through energy efficiency and the use of cleaner fuels and/or equipment



External Activities

- Multifaceted program
- Extensive work already completed
 - Numerous meetings
 - Summits
 - Media teasers
 - Partnership agreements
- Key focus areas
 - Media
 - Advertising and Outreach
 - Tools and Resources
 - Partnerships
 - Hybrid give-away





Media

- Meetings w/ editorial boards & station mgmt
- Opinion Pieces
- Leverage advertising for value-added
- Collaboration with columnists
- Showcase best practices & strong partnerships



Advertising and Outreach

- Advertising
 - Three market areas
 - Radio, TV, billboards, print, web partnerships
 - Message driven by focus group research
 - English, Spanish, Hmong, Punjabi
- Outreach
 - Sports partnerships
 - Clean Air Champions
 - Video Contest
 - Kid's Calendar
 - Healthy Air Living Blimps



Tools and Resources

- Tool Kit
 - Resource Handbook
 - Pledge cards
 - Electronic version documents & graphics on CD
 - Proclamation
 - Sample newsletter article & news release
 - Clean Air Champion nomination forms
 - Small incentive samples
- Website



HEALTHY AIR LIVING™

NOMINATE A CLEAN AIR CHAMPION

Do you know a company, organization or individual that makes air quality a priority in business or personal decisions? Do you think they can be called a Clean Air Champion?

During Healthy Air Living week, the Valley Air District will be celebrating some local air-quality innovators, and we would love for you to nominate any company, organization or individual you feel deserves the title of "Clean Air Champion".

The nomination process is simple. Just fill out the form below and mail it to the address at the bottom of this form before June 30, 2008. Feel free to nominate yourself or your employer. The nominations will be reviewed by a Clean Air Champion committee and awards will be presented this summer. Some of the nominees will be highlighted in media and outreach during Healthy Air Living week, July 7-13, 2008.

Organization Name (if Applicable): _____

Nominee Contact Name: _____

Nominee Address: _____

City: _____ Zipcode: _____

Nominee Phone: () _____

Nominee Email: _____

Why do you feel this individual or organization is a clean air champion? _____

Your Name: _____

Your Phone: () _____

Your Email: _____

 Mail to: Clean Air Champion Nominations
San Joaquin Valley Air Pollution Control District
1950 E. Gettysburg Ave., Fresno, CA 93726

For additional information or nomination forms, visit www.healthyliving.com.



Partnerships

- Current District Efforts
 - Numerous meeting w/ business, industry, chambers, non-profits, faith-based communities, rideshare and transit agencies, bicycle coalitions, cities and counties
 - Inspectors and permit engineers connecting on daily basis
 - Distributing literature with every District's correspondence

IT'S COMING!

Healthy Air Living Week is July 7-13.

What is YOUR organization planning to do?

Join us for Healthy Air Living Week, a week long opportunity for Valley businesses, organizations and individuals to showcase the ways they prioritize air quality in making day-to-day decisions. We'll be hosting media events...demonstrating some of the ways you can make Healthy Air Living part of your everyday life...and even giving away a new Toyota Prius!

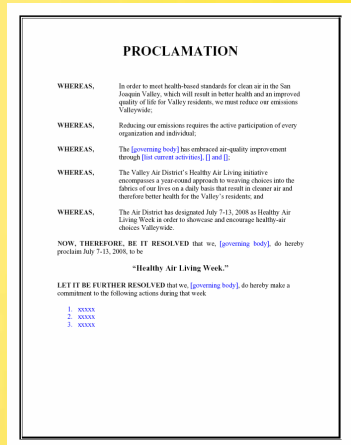
We've put together a tool kit of ideas and resources to help your organization participate in Healthy Air Living Week! If you'd like one, to be mailed out at the end of May, just fill in the following information and return this card to us.





Partnerships

- Identify and promote win-win strategies
 - Reduce emissions and...
 - Save money
 - Improve employee moral
 - Improve customer satisfaction
 - Be good Valley neighbor
 - Clean Air Day concept
- Showcase and model best practices
 - District internally piloting wide variety of initiatives
 - 42% current participation, goal is 100% participation
- Adopt July 7-13 as “Healthy Air Living Week”
 - Proclamations
 - Pledge commitments
 - Pilot new strategies and begin to implement on year-round basis





Pledge Cards – Example of business card choices



Healthy Air Living Business Pledge

During the 2008 Healthy Air Living Week, July 7 – 13, I pledge my business and/or my organization to:

- | | | |
|---|---|--|
| <ul style="list-style-type: none"><input type="checkbox"/> Offer financial incentives to employees to reduce commute vehicle usage<input type="checkbox"/> Adopt a 9/80 or 4/10 work schedule to reduce trips to work<input type="checkbox"/> Offer telecommuting to employees<input type="checkbox"/> Link employees to carpooling and vanpooling resources<input type="checkbox"/> Sponsor in-house lunchtime activities for employees<input type="checkbox"/> Subsidize mass transit for employees<input type="checkbox"/> Provide preferred parking for carpools<input type="checkbox"/> Investigate the installation of a video teleconferencing system<input type="checkbox"/> Provide onsite banking services for employees<input type="checkbox"/> Arrange for onsite dry cleaning drop-off and pick-up at your workplace<input type="checkbox"/> Provide onsite mailing and/or copying services<input type="checkbox"/> Provide showers and lockers for bicycle commuters | <ul style="list-style-type: none"><input type="checkbox"/> Organize lunch ordering and delivery, lunch truck availability or a in-house cafeteria or snack shop<input type="checkbox"/> Provide secure bicycle storage<input type="checkbox"/> Provide electrical plug-ins for scooters<input type="checkbox"/> Provide direct deposit of checks<input type="checkbox"/> Allow employees to use the internet for personal business during breaks and lunch<input type="checkbox"/> Provide an outdoor picnic area for employees<input type="checkbox"/> Provide bicycles for employees to use for short trip during the workday<input type="checkbox"/> Provide onsite childcare<input type="checkbox"/> Provide onsite exercise facilities<input type="checkbox"/> Adopt a green contracting policy for procuring goods and services<input type="checkbox"/> Plan scheduled shutdowns to occur during Healthy Air Living week or other high pollution days<input type="checkbox"/> Shift or eliminate the operation of equipment to minimize pollution during high pollution days | <ul style="list-style-type: none"><input type="checkbox"/> Shift or eliminate the operation of equipment to minimize air pollution during peak afternoon hours<input type="checkbox"/> Adopt a clean fleet procurement policy<input type="checkbox"/> Evaluate goods movement and distribution infrastructure to reduce truck traffic and fuel use<input type="checkbox"/> Explore and adopt measures to avoid diesel vehicle idling<input type="checkbox"/> Use solar power technology<input type="checkbox"/> Schedule an energy audit and implement energy efficiency measures<input type="checkbox"/> Enhance and accelerate maintenance / tune-up of combustion equipment<input type="checkbox"/> Donate \$_____ to the Community Clean Air Fund for the San Joaquin Valley administered by the Fresno Regional Foundation<input type="checkbox"/> Other: _______________ |
|---|---|--|

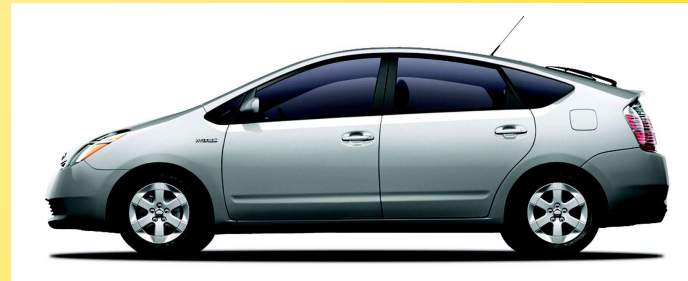
An authorized business or organization representative should complete both sides of this form and pledge their organization to try as many of these suggestions as appropriate during Healthy Air Living week. If your organization pledges to try ten or more of the above activities, all of your employees residing in the San Joaquin Valley air basin will be eligible to enter the contest to win a Toyota hybrid. Upon receipt of both sides of this form, the District will contact all qualifying organizations with directions, including a verification code, which will allow all of your employees to enter the contest. In lieu of using this pledge card, your organization may use board resolutions or other appropriate instruments to formally commit to these types of activities during Healthy Air Living week.





Hybrid Give-away

- High impact strategy, generates media interest & public excitement
- Partnership with Valley Toyota dealerships
 - Provides cross-promotional advertisement
 - Dealerships provide new 2008 Prius Hybrid
- Three ways to enter
 - At participating dealerships
 - Personal Pledges
 - Business Pledges
 - Faith Community Pledges
- Program runs through July 31 w/ winner drawn during August District Governing Board meeting
- Outreach
 - In dealership signage
 - Radio and print



Questions and Comments